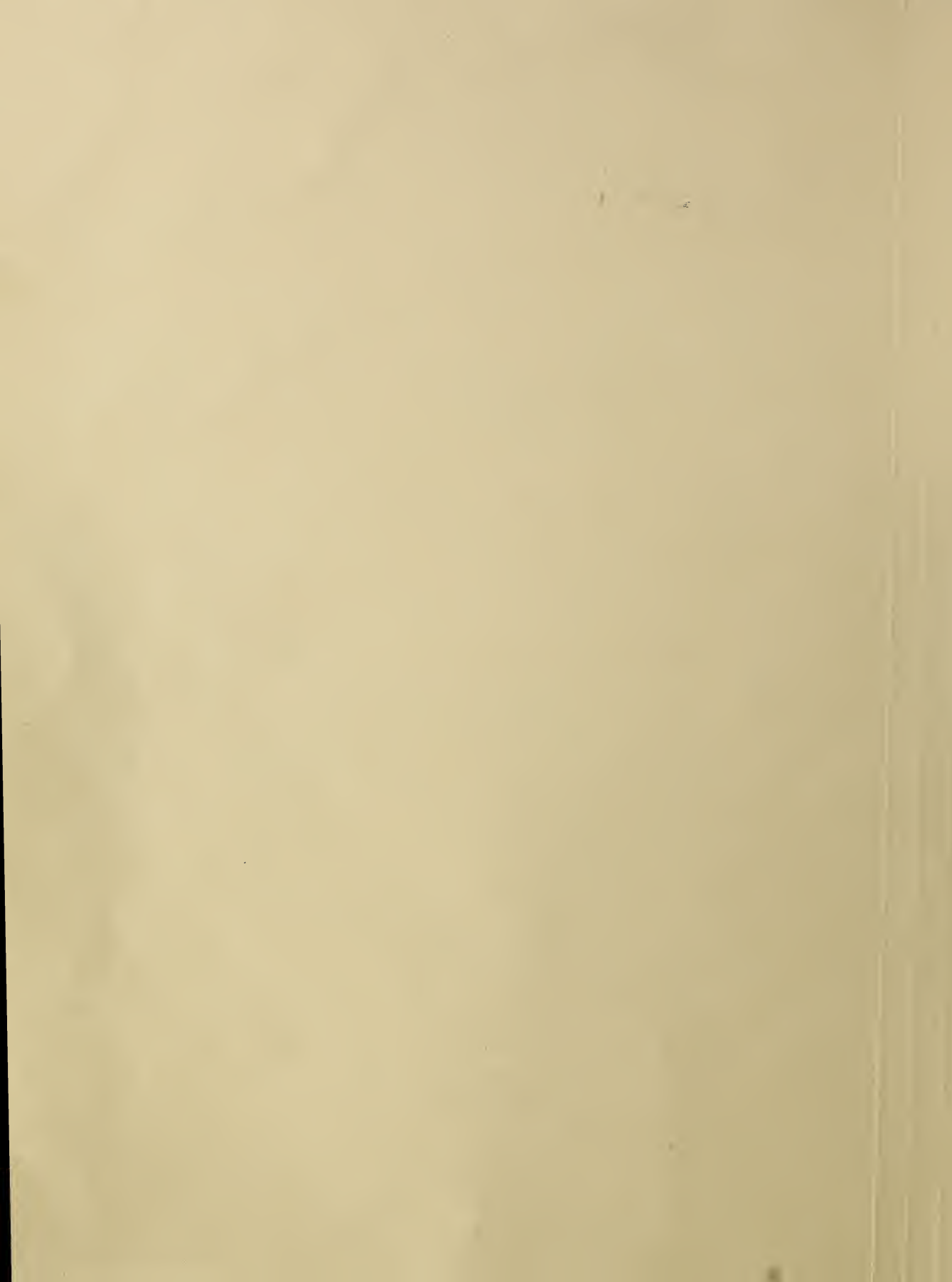


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



# EXTENSION SERVICE *Review*

JANUARY 1951



**Agricultural Production  
Is Defense Production . . . page 3**



# In this issue -

	Page
<b>Agricultural Production Is Defense Production</b> .....	3
<b>Democracy Must Go Forward</b> <i>Charles F. Brannan</i> .....	4
<b>New England 4-H Clubs Feature the Consumer Angle</b> <i>Charles E. Eshbach</i> .....	5
<b>The World Knocks at Our Door</b> .....	6
<b>Flags for Peace</b> .....	7
<b>Soil Conservation Reaches Hero of the Comic Strips</b> <i>Ralph Partridge</i> .....	8
<b>Farmers Train as Orators</b> <i>O. Cleon Barber</i> .....	9
<b>A Bird's-Eye View</b> .....	10
<b>Foods of the United Nations</b> .....	11
<b>Visual Advice by Dodge</b> <i>M. Jeanne Wallerius</i> .....	13
<b>Make Your Choice</b> .....	15

**EXTENSION SERVICE**  
*Review*

**OFFICIAL ORGAN OF THE  
COOPERATIVE EXTENSION SERVICE  
U. S. DEPARTMENT OF AGRICULTURE  
WASHINGTON 25, D. C.**

VOL. 22

JANUARY 1951

NO. 1

Prepared in the Division of Extension Information

LESTER A. SCHLUP, *Chief*

CLARA BAILEY ACKERMAN, *Editor*

DOROTHY L. BIGELOW, *Associate Editor*

GERTRUDE L. POWER, *Art Editor*

Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 9, 1948). The REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.

## Next Month

● With mobilization programs gathering momentum, the Extension Service is clearing the decks for those activities which best serve the national emergency.

In times of scarcity, consumer education becomes even more important. You will find some helpful ideas on developing such a program in the thoughtful comments of two Wisconsin agricultural economists who have been thinking about the best approach to consumer education.

In building home demonstration programs which help homemakers take their full responsibility in the defense program, useful ideas will be found in the study made by Home Demonstration Agent Esther Nordin LaRose on what young homemakers want. This study presented for her master's degree will be summarized.

The practical experience and philosophy of the pioneers who developed the Extension Service has seldom been needed more than now. Two articles next month light the way for a service which serves rural people. Amy Kelly, who, through the years since her appointment in 1913, has been home demonstration leader in Idaho, Kansas, and Missouri, did some practical philosophizing on methods that work at the annual extension conference of the Federal staff. She has consented to set down some of these ideas for REVIEW readers. Ray Bender, president of the New York Association of County Agricultural Agents, in speaking to a State-wide meeting of farmers and agents, recently told why he, a veteran agent, feels that the agent who sticks on the same job in the county for a long period really serves the people best.

The term "public relations" takes a bigger piece of thinking in extension circles right down from the land-grant college to the local 4-H Club. E. R. Jackman, Oregon extension philosopher and writer, says there is nothing new about it—it just has a new jargon. His article, "Good Sense and Public Relations," is a down-to-earth discussion of the subject.

# Agricultural Production Is Defense Production

**PRODUCTIVITY** has been the core of America's strength and security in the past. Superior production will be pitted against superior manpower in the present emergency. Agricultural production is an important part of plans for defense today.

Ability to produce on the farms has been on the upgrade. Production per man hour on the farms of the country has doubled in the past 40 years. This has been largely accomplished with the greater use of machines.

Not only are there more machines on farms but more fertilizer is used, better seeds are planted, and better methods practiced in growing crops. This has brought greater yields. Total farm production is up 24 percent from that of 10 years ago.

This is all to the good but there are certain other factors on the opposite side of the ledger which should be examined in planning for production to meet the National needs and provide supplies to such other countries as Yugoslavia and India whose help we need in defending the democratic way of life.

Even with machines, farming takes labor. Manpower reserve is at a low point. Civilian employment reached a record high level during 1950 with around 95 percent of the total labor force employed.

This means the number of workers available to increase farming operation is limited. Not only number, but the quality of the labor force needed limits production. An agricultural worker of the present day must have much more skill than formerly in the use of modern machines and equipment.

The nearly 4 million tractors on farms is four times as many as farmers had in 1941. Further mechanization will be slowed down as the number approaches the sat-

uration point. The large number of tractors and the great decreases in numbers of horses and mules mean that farmers are more dependent than formerly on industry to supply essential tools and replacements to keep the machines rolling and the agricultural plant producing.

## Can We Increase Yields?

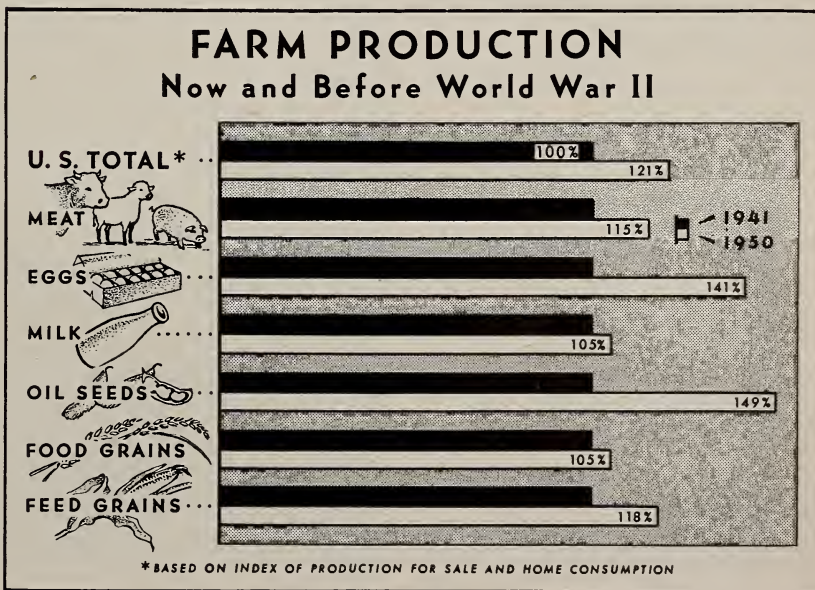
What are the chances for some new discovery to miraculously swell the yields? Another "hybrid corn" discovery? During the last 10 years, the planting of hybrid corn was increased to include 77 percent of all corn planted. This alone added something like 200 million bushels to the annual corn production potential between 1940 and 1944.

At present there seems to be nothing on the horizon which will give comparable results in stepping up yields, although further expansion of improved varieties and methods gives promise for greater production.

One area in which it might be assumed production will be increased is in the application of fertilizer. Fertilizer is now being used at double the rate of 10 years ago. Speeding this up still further will be greatly limited by the military needs for basic chemicals from which fertilizer is produced.

The situation is much the same with respect to insecticides which during the past year were used more than in any previous years. Here too the outlook is for a reduction in the amount of synthetic insecticides available due to military demand for the basic chemicals.

The agricultural economy is operating now at a high rate of production. There seems to be little slack to take up in stepping up production. The facts indicate no easy way to stretch farm yields to the place where they will meet defense needs. Greater efficiency, better methods, and wholehearted cooperation seem to characterize the road ahead.





# Democracy Must Go Forward

CHARLES F. BRANNAN

Secretary of Agriculture

**WE ARE LIVING** in one of the most critical periods in our Nation's history and in the world's history. This crisis demands that every economic group in the country should study its role and make up its mind to play that role to the very best of its ability.

Agriculture's job here is to produce the food and fiber that we need for the strength and vitality of our armed forces, for our civilian population, for ample reserves, and for shipments to those other nations to which it is advisable to give aid. This is one phase of our defense effort.

The other, and more long-term, phase of our defense effort concerns the war of ideas that is being fought all over the world between democracy and communism.

The world today is in a state of tremendous confusion. Most of the world's people are bewildered, and many are deceived. In numbers, the free nations and those people who are under the domination of the Kremlin are fairly evenly balanced. But roughly half of the people of the world occupy an "in-between" position."

## *We Must Work Harder*

Whether these "in-between" people take sides for freedom, or give in to communist propaganda and force of arms, or remain neutral, is likely to determine the future course of history.

We in this country must work harder in taking the story of democratic accomplishment to the people of other countries in terms that they can understand. It means emphasizing the truth about agriculture in our democracy through our radio, visual, and other foreign information programs—not with any idea that our precise way of doing

things can or ought to be applied in detail in other countries, but with the idea that the basic principles are universal and appeal to human nature everywhere. It means showing representatives of other countries who visit here what our agriculture is like, and making it clear that these principles of American democracy are being applied in our foreign policy with respect to agriculture.

It means emphasizing in our Point 4 work and our programs of assistance that we want to help the peoples of the world to help themselves and that those governments that want to develop agrarian improvements on an orderly and fair basis will find us both sympathetic and cooperative.

## *Our Democracy Must Advance*

All these things we can do, and should do, to prove that democracy actually provides the means for living the kind of decent, free, and secure life that the communists merely promise—and with their tongues in their cheeks.

But we need to do still more. We need to recognize and act on the knowledge that if democracy is to be a source of hope to others, our democracy must continue to advance in our own country.

Despite the remarkable progress of our agriculture these past 20 years, we all know that there are still many problems to be solved before the majority of our farm families will be able to make their maximum contribution, and share fully themselves in American life.

That's why we have started an analysis of all our programs and agencies to see how we can improve our services to the Nation's family farms.

We are not going to quibble about

definitions. When we talk about the family-size farm, we mean an operation that is capable of using the time and energies of the family efficiently and that is capable of returning an income at least comparable with that of families generally throughout the country. Farms of that kind are what we need.

The more I consider the needs of national defense as they pertain to agriculture, the more I am convinced that we can meet those needs within the basic framework of an over-all farm program that will be as useful in peacetime as in this preparedness period.

We need conservation of our resources for the long run, and we need it now for defense.

Farmers need assurance of fair returns for abundant production in the long run, and they need it now for defense.

The Nation needs to improve the opportunities and productivity of many of our low-income farmers for the long run, and we need to do that now for defense. We need to preserve and strengthen the traditional family-size farm as the basis of our agricultural structure, both in the long run and in the present interests of national defense.

These are indeed critical times. I am convinced, however, that we possess both the basic organization and the experience that are needed to carry out our national programs and to help farmers make the necessary changes in production.

## *Hobby Show*

The annual hobby show sponsored by the Gateway Home Demonstration club of Loveland, Colo., does more than raise money for the community hospital, the members explain. It develops friendships of people with like interests. Most of all, it builds community friendliness and spirit. Business and professional men of the town agree that the hobby show gives one an insight into the other fellow's character that you would fail to get otherwise.

# New England 4-H Clubs

## Feature the Consumer Angle

CHARLES E. ESHBACH, Director, New England Extension Educational Program in Marketing Information

AT FIRST thought it might not seem that there is much connection between the 4-H Club program and the New England Extension Services' food marketing education program. But New England 4-H'ers are giving it more than first thought; and they are finding a real tie-in between the things that 4-H projects are designed to accomplish and the information on food marketing that is available.

A regional example of this 4-H activity was the program of demonstrations presented by 4-H Club members at the Eastern States Exposition this year. Twice a day during that week-long fair a 4-H boy and a 4-H girl demonstrated the techniques of good food buymanship and called attention to the answers for many questions that face food shoppers when they do the family grocery buying.

The demonstrations were presented by Massachusetts 4-H Club

members as part of a six-sided central exhibit feature which told visitors some of the story of 4-H accomplishments in New England.

In front of a background of signs, posters, and other food-buymanship information, the 4-H members set up a produce counter, complete with ice, lights, and mirror. They filled this counter with tomatoes, cabbages, carrots, beets, and corn; and they added displays of apples and eggs, all products of 4-H farm enterprises in nearby towns.

The 4-H'ers presented the demonstration in the form of a dialog, with much use of the actual produce as visual aids material. They used a flannelgraph to emphasize the points to remember in wise food buying.

The demonstrations and exhibit were entitled "Know Your Food Buys," and the posters that made up part of the display featured a lot of food-shopping suggestions.

One poster entitled "Know Your Groceries and Save" listed these suggestions.

Buy in season when produce is most economical.

Root vegetables and greens are usually the least expensive.

Select the least expensive items within the food group.

Never buy inferior or wilted fresh produce.

Compare the cost of frozen, canned, and dried.

Watch for week-end specials and other sales.

Read labels—know what you are buying.

Standard pack is most economical.

Treat fresh produce on display with care.

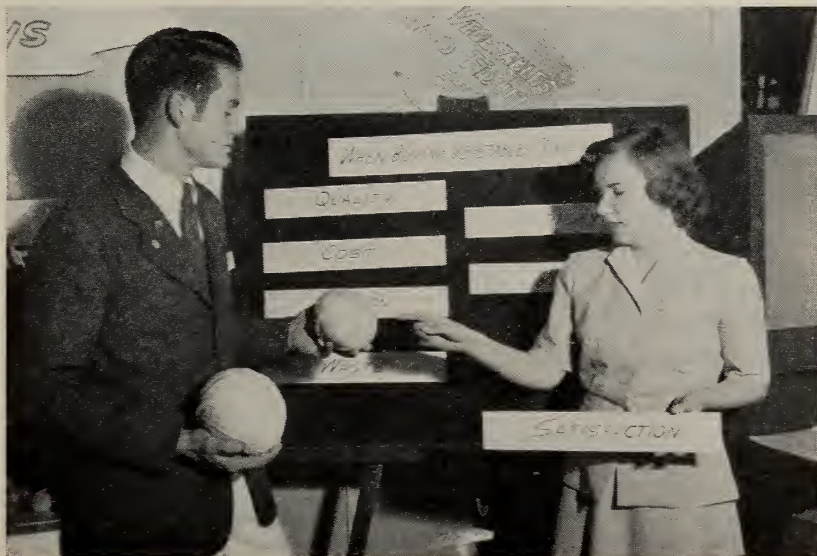
Frequent reference was made to these points by the 4-H members in the demonstration dialog.

Another of the posters used in the display was entitled "Cook Right for Economy." It first emphasized the need for saving minerals and vitamins by protecting vegetables from air, water, and heat. Then, it divided the information into three sections. Under preparation the poster admonished: Use all edible parts; cook with skins or peel thinly, and don't let stand or soak after peeling. In cooking, the poster suggested: Use little water; cover tightly; do no stir, and cook until just tender. Under serving, the poster read: Serve immediately; save cooking water; and cool, cover, and refrigerate left-overs.

These points, too, were emphasized in the demonstrations by the 4-H members.

The exhibit and the demonstrations were under the guidance of Mildred Howell, assistant State 4-H Club leader at the University of

*(Continued on page 11)*



4-H Club members demonstrate food buying at Eastern States Exposition.



# The World Knocks at Our Door

**T**HE CURIOSITY about extension work shown by people in every part of the globe seems to be insatiable. They knock at our door in great numbers to ask questions about methods and results. Like other guests, sometimes they come at the wrong time, and a busy county agent sees the visit as just one more added burden. In reality, this apparent burden might be one of the best opportunities given to any group for real service to the cause of peace and humanity.

In many countries, officials, educators, leaders, and students see their problem as one of education for the masses of the people—helping them do a more efficient job of producing food and raw materials. The visitors know that the Coop-

erative Extension Service has pioneered in this type of education.

The flow of visiting agricultural educators is increasing. In 1949 about 200 came to study the Extension Service; in 1950 the number doubled, and this year it looks as though Dr. Fred Frutchey and his staff who handle the work for the Federal office would be planning for 1,000. As most of them will visit at least 2 States, this means more than 2,000 placements (an average of 40 to a State) will have to be made with county agents.

Other agencies of the Government charged with responsibility for foreign relations are seeing in the Extension Service a possible ally. The State Department, the Army, and the Economic Cooperation Administration are more and more depending on extension work to implement United States policies for the promotion of cooperation and the stimulation of economic recovery.

Another factor is the Point 4 program which focuses attention on the need for agricultural education in many parts of the world. The population of most underdeveloped countries is largely rural; their agricultural production could be greatly increased by the use of knowledge that science has already made available. But how can the people get this knowledge and learn how to use it? Does the Extension Service have the answer?

Even in well-developed nations there is increased realization of the need for an effective system of rural extension education. The Food and Agriculture Organization of the United Nations took note of this at its fifth meeting in Washington in the fall of 1949. It recommended "That member governments strengthen, or wherever necessary create, officially sponsored and well-integrated services contributing to the advancement of agriculture, forestry, and fisheries and of rural living, with particular emphasis on extension or advisory services."

All of these factors have fostered a great growth of interest in rural extension work in many countries. The leaders are generally the same folks who last year visited county agents' offices plying them with questions, going along to meetings and on tours, living on the farms selected by the county agent, and knocking at doors along the corridors of the South Building of the U. S. Department of Agriculture and the land-grant college buildings. What they got then is most valuable as it is translated into an active organization to be augmented or modified by the group who are here now or will come this year.

For example, 17 Government officials responsible for an extension or advisory service visited us for 6 weeks in October and November. Their visit was sponsored by the Economic Cooperation Administration. Representing 13 countries, they gave special attention to how research and extension people got together and how cooperative relations with farm organizations, business, and other groups were maintained.

A trip leader was assigned to them by ECA, Luther H. Brannon, assistant agricultural extension director in Oklahoma, recently appointed to head ECA's Food and Agriculture Division in Paris. They divided into four teams and each visited two States. They met again in Michigan on November 20 to exchange ideas and discuss their observations.

Representatives of each of the States to be visited met in Washington 2 weeks ahead of the arrival of the group to plan for the visits to the States. As an example of how well the work was planned, in Colorado a district agent, Howard D. Finch, was assigned to be in charge of their activities. He took along a tape recorder. Each evening the gentlemen from France, Luxembourg, Scotland, and Portugal discussed their day's activities on

*(Continued on page 12)*



"I am sure that my work will be done now under the influence of the experiences I had in your country," writes Caecilia Ullmann, young German home economics worker (pictured above) who spent 4 months here this year studying extension methods, principally in Iowa and Minnesota. She adds, "I want to adapt especially your fine methods of program planning as far as this is possible under different conditions."



# Flags for Peace

UNITED NATIONS flag making took hold in an amazing way in Massachusetts—more than 2,000 flags were hand-sewn in the campaign which ended with United Nations Day.

Upon being delegated to take over the lead in flag making, home demonstration agents, 4-H Club agents, and other county and State extension workers handled the project with polished efficiency. They and their county groups, representing more than 68,000 lay members, subscribed to the program 100 percent.

Let's see how the program worked in one county. Worcester County's 14 extension agents divided among themselves the county's 60 towns. Each took 5 or 6 towns in which to develop the program. Two planning conferences were held in each town before October 1, the first conference being called by the town director. At the first meeting the 3 extension branches—4-H, home demonstration agents, and county agents—were represented. Members got down to brass tacks, became acquainted with the background of the flag program, and made plans for as many groups as possible to participate.

At the second conference, all groups and organizations in the community were brought into the picture. Together, they worked out the actual flag-making program and plans for the October 24 observance. From 800 to 1,000 people were on the committee which planned flag-presentation ceremonies to town officials, organization heads, and schools. Pageants, bands, and speakers were arranged for by the committee.

Enthusiasm spread to the high schools where students wrote essays on the United Nations. Modern Betsy Rosses set to work to hand-stitch 350 flags for Worcester County. Ideas for celebrating United Nations Day began to pour in. One of Worcester County's citizens, Mrs. Ralph A. Tymeson of Holden, originated the significant UN Day ob-



Two 4-H girls presented a United Nations flag to Ralph A. Van Meter, president of the University of Massachusetts. This flag was one of six made in the 4-H booth at Eastern States Exposition and later presented to presidents of New England Land-Grant Colleges and Universities in ceremonies similar to the one on the University of Massachusetts campus.

servance of turning all porch lights on at dusk.

The plan gave nearly everyone a chance to take part in planning and carrying out UN observances and worked well in all counties. In Franklin County, for example, UN flags were presented to 26 schools, 12 churches, 3 town halls, 3 Grange halls, and to other groups, bringing the total number of presentations to 77.

With the Extension Service promoting the program, regional and county flag-making schools were held all over Massachusetts. And as a result of the interest aroused, at least one flag was presented to officials in each of the State's 789 cities, towns, or communities.

Like anything worth while, the UN flag program called for much effort and time to be given freely. Mrs. Esther Cooley Page, clothing

specialist at the University of Massachusetts, who was assigned leadership of Extension's part in the State Flag-Making Program, estimates that just the sewing of banners took 3,500 8-hour days—about 10 years.

## UN Flag Presented

Perhaps the most significant presentation ceremony occurred on October 17, when Massachusetts' Governor Paul A. Dever was presented a hand-made UN flag by the Extension Service. This ceremony officially opened the observance of United Nations Week in Massachusetts. The flag given to the governor was made by Mrs. Dean A. Ricker and Mrs. Lester Holbrook, both of Shrewsbury, representing the Worcester County Extension service Council and the Massachusetts Extension Service.

Spokesman for the presentation group was Joseph T. Brown, president of the Massachusetts County Agents Association. In his statement to Governor Dever, Mr. Brown expressed the thought behind hundreds of other ceremonies which occurred in the State.

Mr. Brown said: "May this flag, the symbol of world organization, be a constant reminder to make the real keynote of the United Nations—'There shall be peace.'"

Represented at the impressive ceremony were 4-H, home demonstration agents, the Grange, the Farm Bureau, churches, American Legion Auxiliary, Women's Clubs, P. T. A., and service clubs.

The big question is: Did this huge flag-making program accomplish its purpose of focusing thought and attention on World Peace? Mrs. Page thinks it did. In a flag-making report from the Hampden County home demonstration agent came the statement: "It (flag making) is not a spectacular thing to do, but into each flag goes a great deal of sober thinking and belief in the things that United Nations symbolizes."



# Soil Conservation Reaches Hero of the Comic Strips

RALPH PARTRIDGE, Farm Editor, The Denver Post

**W**ORLD-FAMED Red Ryder, created by Fred Harman of Pagosa Springs, Colo., has joined the ranks of the Nation's soil and water conservationists.

He is currently engaged, with all the flourishes and drama for which the comic strip is noted, in the rebuilding of a run-down western ranch purchased through misrepresentation by an eastern family. Ryder, Little Beaver, Susie Jo, and the Duchess are all in the story, along with a villain who leaves no stone unturned in his efforts to thwart the program.

Behind this promotion, which has a potential audience of some 30 million readers, is a story of co-operation in Colorado between the State Extension Service, the Soil Conservation Service, The Denver Post, and Radio Station KLZ of Denver.

Representatives of these troupes met Harman in Pagosa Springs last

summer while they were on a State judging tour in a soil-conservation contest sponsored by Radio Station KLZ and the Denver Post. There, Charles Terrell, extension conservationist at Colorado A & M College, suggested to Harman that Ryder become a conservationist.

Mr. Harman, who makes a habit of promoting good causes one way and another, readily agreed. Mr. Terrell and other representatives of the Extension Service and such men as Kenneth W. Chalmers, Colorado's State conservationist of the Soil Conservation Service, pooled their ideas to provide Mr. Harman with technical assistance and to help publicize the comic strip.

Working with them was the indefatigable L. B. ("Bill") Casselman of Mosca, Colo., president of the State Association of Soil Conservation Districts.

Mr. Casselman, like Mr. Terrell, has been a State judge in 2 of the

3 years the Denver Post and KLZ have presented their annual contest. Like other conservation leaders, they were elated when the colorful Harman, one-time cow puncher, agreed to do the conservation story.

They point out that Mr. Harman's strip, a clean comic with wide appeal, will bring the conservation message to the public generally and to boys and girls on a scale never achieved before.

The Extension Service and the Soil Conservation Service have worked closely together in providing assistance to The Denver Post and KLZ in their contest which interested the cartoonist.

Top five soil conservation districts in the State each year receive \$500 cash prizes, plaques and certificates of recognition from The Denver Post and Radio Station KLZ.

Judging is based half on the conservation work on three farms or ranches in each district and half on work in the soil conservation district as a whole, with special emphasis on the work of the district board of supervisors.

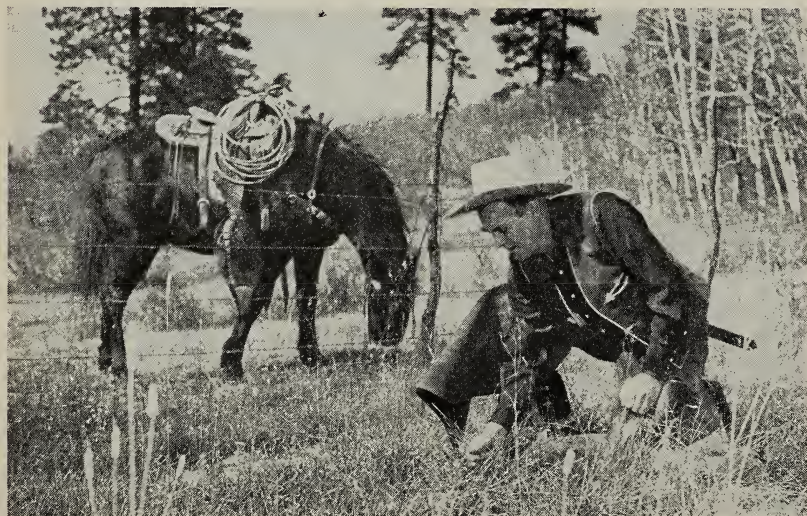
• • •

## Overseas Youth Clubs

Rural youth clubs patterned after the 4-H Clubs in the United States have spread rapidly throughout Latin America during the past year with the help of the Institute of Inter-American Affairs. A recent survey shows that there are now 413 such clubs, with 8,300 members, in 7 Central and South American countries, according to the United States Department of State.

From India, too, comes news of two new young people's farm clubs in New Delhi, which they expect to be a nucleus for national youth organizations much like 4-H Clubs in the United States.

● M. N. LAWRIE, Nebraska extension dairyman, was recently presented with a plaque by Joe H. Beckenhauer, head of the Wayne Breeders Association in recognition of his 33 years of assistance to Nebraska dairymen.



Fred Harman, creator of the comic strip, "Red Ryder," gets the materials firsthand for his hero's conservation adventures.



# Farmers Train as Orators

Wearied of being out-talked, New York State farmers are learning to give dramatic, convincing accounts of their problems and viewpoints.

O. CLEON BARBER, County Agent, Broome County, N. Y.



**B**ROOME County, N. Y. farm leaders are no longer sitting on the side lines criticizing the other fellow for what he thinks and says about the business of farming. These leaders have taken positive action in developing their ability to express their viewpoints to any group that wants to listen.

Two years ago Orville Littlejohn, a dairyman from Deposit, at a program-planning meeting of the Dairy Commodity Committee, insisted that one of the big problems facing Broome County dairymen in the future was public relations. After some feeble attempts over the 2 years to do something about this particular problem, the idea was born of developing a speakers' bureau.

Farm leaders representing the executive committee, chairman of each of the commodity committees, and the older youth program were invited to discuss the proposition. They voted to hold a series of eight training sessions weekly to develop a talk which they could give before groups. Howard Thomas, of the rural sociology department, and Fred Morris, State leader of county agricultural agents, both from the New York State College of Agriculture, offered to assist in the program.

For the first time, in New York State at least, farm leaders met once a week to learn how to talk and took home with them an assignment which was to be completed by the following week. The eighth session was held in the form of a dinner where the speakers invited in their wives and lots were drawn to determine which of the farm leaders would present their talks.

The ability of these leaders to organize a subject of their choosing

surpassed any expectations. Excerpts from some of these talks will best demonstrate that farmers can select words to express their views as well as they can select feeding or seeding mixtures for efficient production. A dairyman discussing the importance of the dairy industry in Broome County said, "What a headline would appear in the Binghamton Sun if E. J. should declare a million-dollar cut in the payroll of its employees, and yet when we dairymen took a million dollar cut in our incomes last year all we got was a two-bit line tucked under the obituary column."

Another speaker discussing the general attack on farmers of the high cost of food said, "Government never told Mr. and Mrs. Public that taxes all the way from the God-given fertile soil to the front teeth of the consumer of the food were added to the cost of food."

Another dairyman in discussing the farmer's right to an equitable standard of living said, "Farming sounds good, for a hobby. Well, up in our dairy barn we have 50 cows and they don't give us a quart of milk. That is right; not a quart. We have a milking machine which cost \$600 to take it away from them."

These farmers are "going like hot cakes." Appearing before service clubs, employees' groups, and student bodies in the Triple Cities, their subject matter is being well received and the men are being highly commended on their presentations.

This job was not easy for these farm leaders. First of all, the weather seemed to be against them, with some of the worst snow storms coming on Wednesday evening while they were at the training sessions. Even with the adverse

weather conditions, the men were faithful in their attendance. They were warned at the beginning of the training sessions that this work would be as hard as any field they ever plowed, or any day they had put in a hayfield. They are in unanimous agreement on this point at the end of the 8 weeks of training.

. . .

## 4-H Lends a Helping Hand

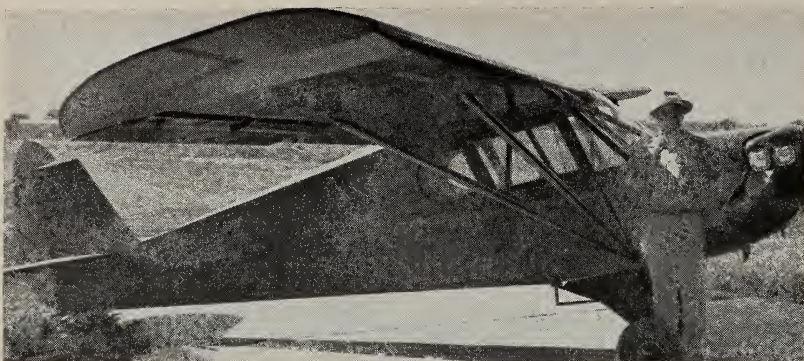
Hawaii 4-H'ers have been asked to gather seeds of trees, vines, and shrubs to be planted on Canton Island. The Civil Aeronautics Administration made the request through the Hawaiian Extension Service. Kanawa and Heeia clubs in east Oahu have already started this project.

The CAA hopes to cover bare coral areas on Canton with vegetation in order to cut down glare and to prevent fine coral and sand from blowing into buildings and corroding delicate parts of important instruments.

Edward Hosaka, pasture improvement specialist for the Extension Service at the University of Hawaii College of Agriculture, suggests that seeds of the following plants be gathered: Beach morning glory, milo tree, kou tree, hau tree, vitex shrub, red-fruited passion vine, seed grape, ilima, koa haole, false and true kamani, creeping grass, and Australia salt bush.

All seeds collected are to be delivered to a county extension service office. The CAA will pay the 4-H'ers for their work.





## A Bird's-Eye View

**"FLYING COUNTY Agent"** Bill McKnight of Seneca, Kans., is finding his plane quite useful in enabling him to get a better look at Nemaha County farms. He finds that a plane affords the best means of checking on erosion, preparation of the land for crops, progress of harvest, and for getting the general picture of farms in the county.

"A person certainly gets a different idea of a farm from the air than he gets from driving down the road," McKnight observes. He used his plane recently to get a birds-eye view of the area included in the Sabetha Lake Watershed Conservation Program. From the air it was much simpler to estimate the amount of erosion which had taken place, amount of work already done, and the amount of work yet to do.

McKnight bought his two-passenger Aeronca plane mainly for quick trips out of the county to towns with airport facilities and for recreational purposes; however, he is pleased to find so many uses for an airplane in his work. During fair season he is able to save a great deal of time "on the road" by flying.

As the land in Nemaha County is more or less of a rolling nature, farm visits by plane are not especially practical. However, McKnight has made a few such trips. For this type of work, McKnight

thinks the plane will never quite replace the car.

He feels, however, that a plane does offer many advantages to county agents in obtaining an overall picture of the country. The effects of fertilizer and crop rotations show up especially well from the air, he says.

• • •

### Who's Who Club

"The State Who's Who Club," comments J. Harold Johnson, State 4-H Club leader, Kansas State College, "provides an ideal method of holding older members in 4-H Club work. Each county is entitled to use this means of honoring its club members who have done more than the minimum requirements in their work."

● The Yolo County, Calif., county-wide get-together for clothing members included demonstrations on selecting patterns and materials and on good grooming. These girls gave an unusual demonstration at the annual achievement night program. All four measured almost identical in size, except for height. By selecting patterns from the various sections—girls', teen age, junior miss, and misses—each was able to use her pattern with almost no changes.

### Mothers Sponsor Boys' Hobby Show

Mothers of Gunnison, Colo., figure that 55 busy, happy, young boys are gilt-edge securities in their town.

For the past 3 years the Gunnison Central Home Demonstration Club has sponsored a spring hobby show for boys in Gunnison. Eligible groups are divided according to age: the first for boys below the fourth grade; the second, fourth to sixth graders; and the third group includes all high school boys.

Hobbies of collecting, of doing, of learning, and of action are all seen in these exhibits which bring out large attendance of parents and friends from surrounding communities. A royal welcome and musical entertainment are furnished for the visitors by the home demonstration club women who sponsor the show.

Prizes offered which "rate" with the boys include, among other things, denim shirts, T-shirts, tennis balls, and fishing poles.

Gunnison County parents give generous approval to this annual plan which has not only recognized established hobbies but has motivated other boys to seek hobbies, says Basil Davis, county agricultural agent of Gunnison County.

● A survey in Racine County, Wis., showed most women in favor of conducting diabetic detection clinics, reports Home Demonstration Agent Lenore Landry. Six clinics in the six training centers were scheduled. The project was carried out in cooperation with the county nurse. At each center two nurses showed the women a simple and effective way to make frequent tests at home. An excellent movie on the subject was shown repeatedly throughout the afternoon. The nurses also demonstrated the use of the new audiometer toward which many homemakers had contributed. The clinics were reported a success, as a total of 231 tests were made, and of this number, 2 previously unknown cases of diabetes were discovered.



## NEW ENGLAND 4-H CLUBS

(Continued from page 5)

Massachusetts. The 4-H members developed their demonstration and food marketing information from material in the New England Food Marketing Bulletin, issued weekly by the New England Extension Services' Marketing Information Program Office at Boston. Mrs. Lucy F. Sheive, home economist at the Boston office, assisted in the planning of the exhibit and demonstrations.

Plans are under way in Massachusetts to incorporate more consumer food-marketing information in the foods projects of 4-H members, the idea being that in freezing or canning work, for example, it is just as important to get good quality products to begin with as it is to do a good job of preserving them. To get good quality requires ability to recognize quality and knowledge of the signs of quality.

The 4-H people feel that there are many applications of consumer food-marketing information to the 4-H educational program, in both boys' and girls' club work, and especially in work with rural youth, probably not so much as separate projects but as part of the present ones, making them more valuable.

So, New England 4-H members have found a real relationship between their own project work and the Extension Services' food marketing education program, and they are doing something about it.

• • •

### 4-H Market Day

Junior market days will take their place beside junior livestock shows and so give opportunity for recognition of profitable production in Ohio 4-H Club work, says John Mount, assistant State club leader. In the past, 4-H shows have given recognition, training and experience in feeding and fitting show animals. Now, junior market days such as the one at Columbus stockyards of Producers Livestock Co-operative Association, November 6, give recognition to junior stockmen who can feed their animals for profit as well as for ribbon honors.



## Foods of the United Nations

THEY brought a little bit of the United Nations to Yolo County, Calif. With the background of a United Nations flag and a United States flag properly displayed, women demonstrated the making of some tasty foreign dishes. Wearing the native costumes of a Mexican Chiapanecan Indian and a Scandinavian and a Viennese peasant, they showed how to add flavor to everyday foods with cardamon, anise, and caraway, as done in many foreign countries.

United Nations Day found 18 women at a training meeting for leaders on foreign cooking. These women went back to their own communities to demonstrate for the November meeting. Luncheon served at these meetings was built around soups, salads, main dishes, and breads as made in other countries. To catch still further the spirit of foreign peoples, the women took part in a program of native folk dances. As a result of serving foreign dishes, sour cream and spice are adding a new and pleasing appetite appeal to everything from soup to desserts on the tables of rural Yolo County.

Sweet viands such as those shown on the tray in the picture were featured at the December meeting. Some of them, springerlei, sandbakkelse, and ebelskiver, require special molds or pans to make them come out in their characteristically decorative forms. Games and party

ideas added to the holiday appeal.

Two leaflets were prepared for these meetings—one on the more substantial dishes and one on desserts. The subject found its way into the home demonstration program as a result of successful meetings held last year in the Plainfield and Madison communities. Other communities took up the idea at program-planning meetings and have followed through with interest and enthusiasm.

• • •

### Forewarned Is Forearmed

A method for the detection of poor-milling qualities of wheat has been devised that can speed up the development of new improved varieties. Milling qualities differ with variety, crop year (weather), and locality. Poor-milling wheats give low yields of flour and cut down mill capacity. The breeding process could be shortened if poor-milling strains could be detected and discarded at an early stage in breeding experiments; at present new strains must be propagated over several years to provide enough grain for milling tests. The new method requires only 6 grams of wheat as compared with 5 pounds for conventional milling tests. It was developed through tests which indicated that poor milling quality is related to high fat content and low crude fiber content.



# *Extension Fraternity Salutes Its Members*

AT ITS ANNUAL banquet in Washington, D. C., on November 12, Epsilon Sigma Phi presented the Distinguished Service Ruby award for 1950 to Willard A. Munson, Director of Extension in Massachusetts.

At the same time, other awards were announced which included: Certificates of Recognition at Large to Lester A. Schlup, Chief of the Division of Extension Information, U. S. D. A. Extension Service; Laura Lane, associate editor of the Country Gentleman, Philadelphia, Pa., and former extension editor in Texas; and Grace E. Frysinger, retired senior home economist of the U. S. D. A. Extension Service.

Regional Certificates of Recognition were presented by the fraternity as follows:

## **Eastern Province**

Frances Maria Whitcomb, home demonstration agent, New Haven County, New Haven, Conn.

Addison H. Snyder (Retired), assistant director and extension editor, Extension Service, University of Maryland, College Park, Md.

John Leslie Tennant, extension specialist, agricultural economics, Rhode Island State College, Kingston, Rhode Island.

Gertrude Humphreys, State home demonstration leader, Extension Service, University of West Virginia, Morgantown, W. Va.

## **North Central Province**

George Melrose Frier, specialist, exhibits and short course, Extension Service, Purdue University, Lafayette, Indiana.

James Walton Linn, extension dairy specialist, Kansas State Agricultural College, Manhattan, Kans.

Chester LeRoy McNelly, district county agent supervisor, Extension Service, University of Minnesota, University Farm, St. Paul, Minn.

Uffe Jensen Norgaard, extension agronomist, Extension Service,

South Dakota State College of Agriculture and Mechanic Arts, Brookings, S. Dak.

## **Southern Province**

Junie Marcus Thomason (On leave), district extension agent, Extension Service, University of Arkansas, Fayetteville, Ark.

Harold Gray Clayton, director, Extension Service, University of Florida, Gainesville, Fla.

Walter Clarence Abbott, State 4-H Club agent (Recently retired), Extension Service, University of Louisiana, Baton Rouge, La.

Maude Lillian Guthrie, specialist, food and nutrition, Extension Service, University of Tennessee, Knoxville, Tenn.

## **Western Province**

Mrs. Lydia O. Fohn-Hansen, home demonstration leader, Extension Service, University of Alaska, College, Alaska.

Lewis Edgar Cline (Recently retired), agricultural extension economist, Extension Service, University of Nevada, Reno, Nev.

Russell Miller Turner, assistant director, Extension Service, State College of Washington, Pullman, Wash.

## **KNOCKS AT OUR DOOR**

*(Continued from page 6)*

tape. This was sent back to extension headquarters where it was typed. Before they went home this book, illustrated with pictures taken by Mr. Finch and having pertinent mimeographed publications included, was available both to those who were responsible for the trip in ECA and the Extension Service as well as to the visiting officials.

Groups of young farmers from the Netherlands, Denmark, and France are another type of visitor. Sponsored by the ECA, 103 young farmers visited this country last

year. They lived with American farm families selected by county agents in 29 States and stayed from 6 to 8 months to learn American farming methods, particularly mechanization. This year there will probably be 400 young farmers whose representatives will be from about 12 countries, including some on the Mediterranean, involving cotton and irrigation. To meet their need, sympathetic and understanding farm families will have to be found in some 45 States.

These men are good farmers. They are not "hired hands" but more like members of the family, though they are paid a small training allowance, between \$50 and \$75 a month for their work, from which they pay their travel expenses in the U. S. The cooperating American farmers and the county agents arrange for them to attend community events and farm organization meetings or take part in any activity which helps them understand American farming and American rural life. Each farm family has two young farmers—one for the first half of their training and one for the second half. They change farms in the middle of their training to gain experience on two farms. Many farmers and their wives have written letters expressing their interest in their boys and their appreciation for the opportunity of knowing them.

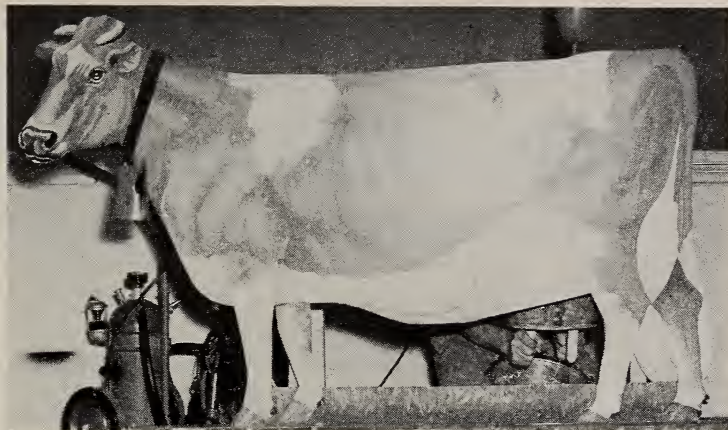
Practically all of the young men have talked at numerous extension meetings, farm organization events, civic clubs, and 4-H meetings, in fact whatever the county agent arranges for them. The 49 young Dutch farmers made 328 talks to a total of more than 20,000 people and participated in 34 radio interviews.

In addition to giving the visitors the best possible chance to learn about extension work here, the United States has sent many extension workers abroad to help organize such a service which meets the local situation. Federal, State, and county extension workers are now in such far-away places as Pakistan, Japan, Greece, Germany, Ireland, Italy, Austria, and South America for periods ranging from a few months to a few years.



# Visual Advice by Dodge

M. JEANNE WALLERIUS  
Assistant Extension Editor, Vermont



Meet Susie, Vermont's pressed wood cow that really gives milk. Dodge gives a demonstration by hand instead of with the portable milking machine standing nearby which he uses at his meetings on the control of mastitis through proper management and handling.

W. A. DODGE, Vermont extension dairyman, firmly believes in visualizing his advice. Moreover, he is using some of the most unusual visual aids the folks around the State have ever seen.

Last year, Dodge talked with Vermont dairymen about feeds. The 1,067 farmers who heard him still are exclaiming about the way he did it. He introduced Susie, a life-sized pressed wood cow who sported a real cowbell and all the markings of a purebred Guernsey. Then he discussed the types of feed she liked best. Actual feed samples, flash cards, and other action devices kept farmers in their seats wide awake for about 2 hours of information and discussion.

## *Advice on Feeding*

As a result of the meetings, which 10 percent of the dairymen in the State attended, he learned about current Vermont feed practices by an oral questionnaire (show of hands); and he introduced many farmers to a wider variety of feed mixtures as well as some good advice on the subject.

This fall, Susie is back on the road with Dodge, but she now has a new title. She is the only wooden cow in the State which gives real milk. Her newly acquired ability was necessary because this year Dodge is campaigning to reduce mastitis caused by improper management and handling.

When he announced at one meeting this fall that Susie had mastitis, a farmer in the back of the room observed: "I'm not surprised, what with all that stuff you fed her

last year." But Dodge was delighted he'd made an impression.

Susie is made of pressed wood and is held upright by a sturdy wooden block base. She measures 4 by 8 feet, so she fits into a sedan. She was designed and painted by Extension Artist Leone Jackson.

## *Effective Visual Lesson*

Susie's newest piece of equipment, her lifelike udder, is made of galvanized iron covered with a real cow's udder skin, and it holds about 12 quarts of milk. There are four rubber teats and an eye-catching, simplified pressure gage—a bright-red balloon. This inflates when the pressure in the udder is up and slowly deflates as the milking machine draws out the milk and reduces the pressure. The device is an effective visual lesson on how long to leave the milking machine on. Dodge has made sure the process takes 3 minutes. The balloon also helps to show how Susie reacts when there are disturbances at milking time.

Besides Susie, a feedman, county agent, milk plant fieldman, milking machine dealer, veterinarian, and farm boy all help Dodge to act out the do and don't practices of his prevention program. He takes the part of the typical Vermont farmer and plays up the common practices and oft-heard re-

marks and objections on recommended milking procedures.

The extension specialist also is using other methods of putting his program across, such as public relations and publicity. Before he started his tour of the counties, he gave a premiere for commercial men in the dairy field. Now he is calling on them to help him tell his story in their localities.

Contacts with local news sources have resulted in good publicity, and county agents have cooperated by sending out notices before the meetings.

## *Dodge Plans Ahead*

The mastitis drama demands a good deal of packing and unpacking of props such as milk pails, disinfecting equipment, portable milking machine, and a stuffed freak calf which injects a surprise note into the proceedings. Nevertheless, Dodge says: "I'd sure hate to have to give a meeting without visual aids now."

His audiences have little to worry about as far as his return to the straight talk procedure is concerned. Next year's program already is taking form in his mind. He's talking about a series of meetings on milk flavors, and he's trying to figure out how he can spray the air so his audience will smell as well as hear about his topic.



# Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore  
Agricultural Research Administration

## More News on Vitamin B<sub>12</sub>

Another proof of the value of milk in the diet comes to light as our dairy scientists study milk for its vitamin B<sub>12</sub> content. These studies have at the same time contributed to our basic knowledge of the part played by this vitamin in nutrition. In tests with rats the scientists found that vitamin B<sub>12</sub> improved diets low in protein and enabled the rats to use B<sub>12</sub>-deficient diets high in protein. Pure B<sub>12</sub> or this vitamin as it occurs in milk prevented the very harmful—and even fatal—effects that may occur in rats fed such diets. These sources of vitamin B<sub>12</sub> were found also to play an important role in enabling the animals to utilize diets containing large amounts of lactose (milk sugar). What these rather technical findings imply is that milk is an important source of vitamin B<sub>12</sub> in the diet because it enables the body to make better use of the lactose and of protein, a necessary ingredient of our food.

## New Broiler Chicken on the Way

A new variety of Cornish chicken has been developed at Beltsville that looks promising for the commercial broiler industry. In preliminary comparisons with New Hampshires, Dark Cornish, and crosses of these two breeds, the new variety—called Silver Cornish—rated higher in weight and feathering at 10 weeks and in egg production. It almost equaled the Dark Cornish in breast and leg fleshing. The Dark Cornish is an excellent broiler from the standpoint of broad breast and leg flesh; but it is a slow-growing bird, and its black pinfeathers are so im-

bedded that they are almost impossible to remove. The Silver Cornish, extracted from a cross between the Columbian and the Dark Cornish, is white with a black ring around the neck and a black tail. With its fast-growing ability and its white color, together with the good qualities it inherited from its Dark Cornish strain, the Silver Cornish may be the answer.

## New Soybean for the Corn Belt

A new soybean—Blackhawk—will be available for farm planting in the Corn Belt in 1951. An early high-yielding variety, Blackhawk produces an average of 28.9 bushels per acre with 20.5 percent oil content—more beans and more oil than any other early commercial variety. The new soybean comes from a cross of Mukden and Richland and is similar to them in appearance. The seed is nearly round, light yellow, and has a scar of buff to light brown. Blackhawk has the ability to stand up well under most conditions and bears its pods high enough from the ground for easy combining. State experiment stations in the recommended areas can furnish information on seed supplies.

## Improved Cottonseed Meal

An improved cottonseed meal, which can be fed freely to hogs and chicks, as well as to cattle, has been produced by a modification of ordinary screw-pressing methods. This improved meal is a practical result of research at the Southern Regional Research Laboratory which showed that processing conditions greatly affect the nutritive

value of cottonseed meal. Ton lots of the new-type meal were produced for testing as livestock feed by several State experiment stations. Their results show that it can be fed to nonruminant animals such as swine and poultry in much higher concentrations than ordinary cottonseed meal. The protein value of the new product is high. To produce this improved meal, mild conditions of cooking and press operation must be carefully maintained to avoid overheating the cottonseed. Several machinery manufacturers are interested and have expressed willingness to help oil-mill operators adjust their equipment to turn out the new product.

## Dresses from Fertilizer Bags

Farm wives may soon have more of those attractive printed and colored bags from which to make clothing and other household articles. Limited tests indicate that fertilizer bags made of vat-dyed or printed cotton fabrics may have the same re-use value as those now widely used for storing and shipping flour and feed. Scientists at the Southern Regional Laboratory filled 15 bags made from each of three fabrics—1 vat-dyed and 2 printed—with 30-day-old 5-10-5 fertilizer. They stored some of them in an oven, some in a soil burial cabinet, and others in the basement of the building. At different intervals they emptied and laundered 2 bags from each group for comparison with the original fabric. Experts in matching dyes could tell no difference in color, and laboratory tests showed almost no loss of fabric strength.



# Make Your Choice

## Regional Summer School Dates and Courses

In the Northeast, Cornell University (July 9-27) offers the following courses: Extension work with 4-H Clubs and young adults; Extension's role in the field of public problems; extension information (press, radio, and visual aids); psychology for extension workers; program building in extension education; and supervision of extension work (for supervisors and administrators). For further information write to L. D. Kelsey, Roberts Hall, Cornell University, Ithaca, N. Y.

In the Central region, University of Wisconsin (June 11-29) offers these courses: Organization and methods in adult extension work, Extension's role in the field of public problems, psychology for extension workers, 4-H organization and procedures, evaluation in extension work, philosophy of extension, extension publications, and developing extension programs. For further information write to V. E. Kivlin, Associate Dean, College of Agriculture, University of Wisconsin, Madison 6, Wis.

In the Western region, Colorado Agricultural and Mechanical College (June 18-July 6), first term: Public relations in extension education, principles and techniques in extension education, sociology for extension workers, consumer education.

Western region, Colorado A. and M. College (July 16-August 3), second term: Organization and development of youth programs, extension information service, recreation, conference leading. For further information write to F. A. Anderson, Director of Extension, A. & M. College, Fort Collins, Colo.

In the Southern region, University of Arkansas (July 30-August 17), offers courses as follows: Use of groups in extension, development of extension programs, effective use of news media, psychology for extension workers, Extension's role in the field of public problems, methods of doing extension work in nutrition—a workshop, evaluation

in extension work. For further information write to Lippert S. Ellis, Director of Extension and Dean, College of Agriculture, Fayetteville, Ark.

The Regional Negro School, Prairie View A. & M. College, Prairie View, Tex. (July 16-August 3): Extension history, philosophy, and organization; extension methods; development of extension programs; news, radio, and visual aids; psychology for extension workers; evaluation for extension workers. For further information write to G. G. Gibson, Director of Extension, A. & M. College, College Station, Tex.

● Sherman Weiss, county agent in Sawyer County, Wis., reports an interesting meeting held for the purpose of planning a program to be presented to the agricultural committee for the year of 1951. This group suggested interesting material, some of which goes along the line of educational work on county government and other things that will make family living more interesting in Sawyer County. "We in the extension field were pleased to find that the people are beginning to think about some of the things which make better cooperation between the family and the community," comments Agent Weiss.

These new interests will supplement an active and successful extension program which has been functioning in Sawyer County.

## Campbell Presents African Art

SOME 50 objects of African art were presented to Tuskegee Institute, Alabama, by Extension Field Agent Thomas M. Campbell, at the left. The gift was received by Charles C. Dawson, Curator of the

George Washington Carver Museum. Agent Campbell collected these objects on a trip to Africa to study educational conditions, sponsored by Church Missions of North America, Great Britain, and Ireland.





# The Facts About PRODUCTION

## How Do We Know . . .

**How much food we will have to feed America and our allies?**

**How many acres farmers plan to put in wheat?**

**How much cotton will be grown next year?**

These are important questions in planning for an emergency. The answers come from the thousands of volunteer farmer crop reporters. They serve without pay. They jot down answers to questions on acreage, condition, and yield of various crops, number of cows milked, eggs laid, and many other such things. Forty-one field offices receive these reports and summarize them. State statisticians review them and send to the Crop Reporting Board in Washington which issues Nation-wide reports on crop production.

Just as a thermometer serves a physician and his patient, so crop reports serve the public, for the reports are gages of strength and well-being of the Nation in terms of food and fiber.

In return for information on their own farms, which is kept strictly confidential, crop reporters are sent reports that tell them the condition and expected size of the crops in their own State and the rest of the country.

A former Maryland county agent, S. R. Newell, is chairman of the Crop Reporting Board. He knows the importance of popular support to make the system work most effectively and has had a film strip prepared to tell the story of crop reporting, which can be used by agents. It is in black and white, both single and double frame, with accompanying set of lecture notes. Your extension editor has a copy.

